



COLGATE-PALMOLIVE Company
MATERIAL SAFETY DATA SHEET

This industrial Material Safety Data Sheet is not intended for consumers and does not address consumer use of the product. For information regarding consumer applications of this product, refer to the product label.

Ultra Brite Toothpaste

Effective Date: August 3, 2007

1. CHEMICAL PRODUCT AND COMPANY IDENTIFICATION

<p>COLGATE-PALMOLIVE COMPANY 300 Park Avenue New York NY 10022</p> <p>PRODUCT NAME: Ultra Brite Toothpaste CAS NUMBER: Not applicable – product is a mixture GENERAL USE: A formulated dentifrice.</p>	<p>EMERGENCY TELEPHONE NUMBER: For emergency involving spill, leak, fire, exposure or accident, call CHEMTREC (800) 424-9300, day or night</p> <p>For MEDICAL EMERGENCIES involving this product call (888) 489-3861</p>
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2. COMPOSITION/INFORMATION ON INGREDIENTS

<p>OSHA-REGULATED COMPONENTS (present at a concentration of > or = 1%):</p>					<p>The following components, present at a concentration of > or = 0.1%, are listed as carcinogens or potential carcinogens by either the National Toxicology Program (NTP), the International Agency for Research on Cancer (IARC) or OSHA:</p>				
Component	CAS#	%	PEL	TLV	Component	CAS#	%	PEL	TLV
Hydrated Silica	112926-00-8	20-25	20mppcf (TWA)	NE	Titanium Dioxide	13463-67-7	0 - 0.5	15 mg/m ³	10 mg/m ³

3. HAZARDS IDENTIFICATION

POTENTIAL HEALTH EFFECTS

EYE CONTACT: Causes eye irritation on direct contact.

SKIN CONTACT: May cause skin irritation with prolonged or repeated contact.

INGESTION: May be harmful if swallowed in large quantities.

INHALATION: No adverse effects expected.

4. FIRST AID MEASURES

EYE CONTACT: Flush eyes with large amounts of water for 15 minutes. Get medical attention if irritation persists.

SKIN CONTACT: Rinse area with plenty of water. Get medical attention if irritation persists.

INGESTION: Drink 1-2 glasses of water. Get medical attention.

INHALATION: Not Applicable.

5. FIRE FIGHTING MEASURES

EXTINGUISHING MEDIA: Water spray, all-purpose dry chemical.

SPECIAL FIRE FIGHTING PROCEDURES: Self-contained breathing apparatus and protective clothing should be worn when fighting chemical fires.

6. ACCIDENTAL RELEASE MEASURES

Cover with inert, absorbent material and remove to disposal container. Spill area may be slippery. Flush with plenty of water.

7. HANDLING AND STORAGE

Store in a tightly closed container in a cool, dry, well-ventilated area.

8. EXPOSURE CONTROLS/PERSONAL PROTECTION

GENERAL CONTROLS: Avoid eye and skin contact.

PROTECTIVE CLOTHING: The use of safety goggles and protective gloves is recommended.

9. PHYSICAL AND CHEMICAL PROPERTIES

Appearance and odor: Smooth white paste with a peppermint odor
pH (10% solution): 7.4 - 8.4
Specific gravity: 1.34 - 1.39
Flash Point (Method): Not Applicable

10. STABILITY AND REACTIVITY

GENERAL: This product is stable. Hazardous polymerization will not occur.

INCOMPATIBLE MATERIALS: Avoid contact with strong oxidizing agents.

HAZARDOUS DECOMPOSITION: None known.

11. TOXICOLOGICAL INFORMATION

This product has not been tested as a whole. However, this formula was reviewed by expert toxicologists in the Product Safety Assurance Department of Colgate-Palmolive and is determined to be safe for its intended use. This review has taken into consideration available safety-related information including information on individual ingredients, similar ingredients, similar formulas and potential ingredient interactions. This review is a component of the hazard determination used to prepare the statements in Section 3 of the MSDS.

12. ECOLOGICAL INFORMATION

There is currently no ecological information available at this time.

13. DISPOSAL CONSIDERATIONS

Any disposal practice must be in compliance with local, state, and federal laws and regulations (contact local or state environmental agency for specific rules). Do not dump into sewers, any body of water or onto the ground.

14. TRANSPORTATION

Not regulated as a DOT hazardous material.

15. REGULATORY INFORMATION

<p>RCRA (40 CFR 261, Subpart D): Not Applicable</p> <p>CLEAN WATER ACT: Contains sodium fluoride which is a Section 311 material.</p> <p>CLEAN AIR ACT: Contains cellulose gum which is a Section 111 materials.</p> <p>SARA: Sections 301-304 (Threshold planning quantity - TPQ) 40 CFR 355: Not Applicable</p> <p>Section 313 (Toxic chemical release reporting) 40 CFR 372: The following chemicals must be reported under SARA 313: Not Applicable</p> <p>CERCLA: Section 102 (Reportable Quantity - RQ) 40 CFR 302: The Reportable Quantity (RQ) for this product to the environment is 33,333 lbs. based on the presence of sodium saccharin (0.3%). Releases greater than or equal to 50,000 lbs. must be reported to the National Response Center (NRC) immediately: 800-424-8802.</p>	<p>New Jersey Right to Know Hazardous Substance List: This product contains the following components subject to reporting requirements: Tetrasodium pyrophosphate, titanium dioxide, hydrated silica, sodium fluoride</p> <p>Pennsylvania Hazardous Substance List: This product contains the following components subject to reporting requirements: Sodium sulfate, tetrasodium pyrophosphate, titanium dioxide, hydrated silica, sodium saccharin, sodium fluoride</p> <p>Massachusetts Substance List: This product contains the following components subject to reporting requirements: Hydrated silica, sodium sulfate, tetrasodium pyrophosphate, titanium dioxide, sodium saccharin, sodium fluoride</p> <p>Canada: Workplace Hazardous materials Information System (WHMIS)-listed material. This product contains the following components subject to reporting requirements: Sodium lauryl sulfate</p>
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16. OTHER INFORMATION

Effective Date: August 3, 2007
Supersedes MSDS dated: February 27, 2007
MSDS Status: Revised sections 2

The information on this sheet is limited to the material identified and is believed by the Colgate-Palmolive Company to be correct based on its knowledge and information as of the date noted. Colgate makes no representation, guarantee or warranty, expressed or implied, as to the accuracy, reliability or completeness of the information and assumes no responsibility for injury, damage or loss resulting from the use of the material.